

## ORDER



**Orders**  
**Order / Rev:** 63133  
**Alt Order #:** 09835087  
**Product Desc:** RNC-ROMNEY  
**Estimate:** RNC 461  
**Flight Dates:** 10/03/12 - 10/09/12  
**Original Date / Rev:** 10/02/12 / 10/02/12  
**Order Type:** GENERAL

## Fox 30 JAX

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** American Rambler Pro  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant St.  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/R/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:00:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	20	\$6,120.00	\$5,202.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$6,120.00	\$5,202.00	0.00
<b>Totals</b>	<b>20</b>	<b>\$6,120.00</b>	<b>\$5,202.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
Fox 30 JAX	10%	\$6,120.00
Market	100%	\$61,200.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	90%	\$55,080.00
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTEV	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	10/08/12	10/09/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PIM	-----	:30	2	\$280.00	P-3	0.00	NM	2	\$560.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----			2			\$280.00		0.00			
E 2	WAWS	10/03/12	10/05/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PI	--WTF--	:30	3	\$280.00	P-3	0.00	NM	3	\$840.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--			3			\$280.00		0.00			

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Advertiser: Romney/R/President  
 Product Desc: RNC-ROMNEY  
 Estimate: RNC 461

Fox 30 JAX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	10/03/12	10/05/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	--WTF--	:30	3	\$280.00	P-3	0.00	NM	3	\$840.00
	NEWS														
E 3	WAWS	10/03/12	10/05/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--WTF--		3				\$150.00		0.00			
E 4	WAWS	10/08/12	10/09/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM (10:30 PM-11:00 PM)	PMT-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MT-----		2				\$150.00		0.00			
E 5	WAWS	10/06/12	10/06/12	FOX College Afternoon Gam FOX College Afternoon Gam	CM	12:30 PM-7:00 PM (12:30 PM-7:00 PM)	-----S-	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
	BASEBALL *NEED MG														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2				\$125.00		0.00			
E 6	WAWS	10/06/12	10/06/12	FOX College Prime Gam FOX College Prime Game	CM	7:30 PM-11:00 PM (7:30 PM-11:00 PM)	-----S-	:30	2	\$475.00	P-3	0.00	NM	2	\$950.00
	COLLEGE FOOTBALL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		2				\$475.00		0.00			
E 7	WAWS	10/07/12	10/07/12	Su 11a-12p Su 11a-12p	CM	11:00 AM-12:00 PM	-----S	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
	FOX NEWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$70.00		0.00			
E 8	WAWS	10/07/12	10/07/12	NFL Regular Season NFL Regular Season	CM	4:00 PM-8:00 PM (4:00 PM-8:00 PM)	-----S	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
	NFL *MG JAGS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$1,100.00		0.00			
E 9	WAWS	10/07/12	10/07/12	Sa-Su 10p-1030p Sa-Su 10p-1030p	CM	10:00 PM-10:30 PM	-----S	:30	1	\$280.00	P-3	0.00	NM	1	\$280.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$280.00		0.00			
E 10	WAWS	10/07/12	10/07/12	Sa-Su 1030p-11p Sa-Su 1030p-11p	CM	10:30 PM-11:00 PM	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
	NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$150.00		0.00			
													Totals	20	\$6,120.00